

Rep Order# 6868386	Ver# 5	Status Revised	Traffic Order# 217914	Printed: 10/31/2012 1:17 PM	1 of 2
EC'd Yes				Last Received: 10/31/2012 12:59 PM	
				Showing Buylines: All Rep Revised Lines	

Station KASA-TV ALBUQUERQUE, NM.	Agency () LUC, INC.	Rep Firm
Advertiser () COM 2 ELECT SANCHEZ	25 WHITLOCK PLACE, 2ND FL	Sales Office () ATLANTA
Product COMM ELECT M. SANCHE	MARIETTA, GA 30064	Salesperson () DAVID HAY
Estimate#	Agency C/P1/P2/E	
Buyer CHRIS BRIMER	Flight Dates 10/27/2012 - 11/06/2012	Salesperson Phone# 404-443-2155
Phone#	Hiatus Weeks	Salesperson FAX# 404-935-0683
Fax#		

--- CONTRACT COMMENT ---
 COMMITTEE TO ELECT MICHAEL S. SANCHEZ SC*

--- REMARKS ---
 MG'S APPLIED THAT WERE EMAILED YESTERDAY
 PLS CONF/THANKS. GAIL

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1			10/27-10/27 11/03-11/03	1 1	\$250.00	:30	0 1	SA	930P-10P	0 1	\$250.00
Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 8 9] V5 Effective Dates Changed											
*8		NEWS	10/31-10/31	1	\$300.00	:30	1	W	930P-10P	1	\$300.00
Buyline Comment: MG PKG [MKGD FOR SPOTS MISSED ON LN #1: 10/27(1/WK), MKGD FOR SPOTS MISSED ON LN #2: 10/28(1/WK)] V5 Added											
*9		NEWS	11/01-11/01	1	\$300.00	:30	1	TH	930P-10P	1	\$300.00
Buyline Comment: MG PKG [PART OF A MKGD MADE UP OF LINES 8 9] V5 Added											
*2			10/28-10/28 11/04-11/04	1 1	\$350.00	:30	0 1	SU	930P-10P	0 1	\$350.00
Buyline Comment: NEWS [MADE-GOOD BY LINE(S) 8 9] V5 Effective Dates Changed											

---REPORT TOTALS---

EC'd Yes Last Received: 10/31/2012 12:59 PM Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM. Agency () LUC, INC. Rep Firm
 Advertiser () COM 2 ELECT SANCHEZ 25 WHITLOCK PLACE, 2ND FL Sales Office () ATLANTA
 Product COMM ELECT M. SANCHE MARIETTA, GA 30064 Salesperson () DAVID HAY
 Estimate# Agency C/P1/P2/E Salesperson Phone# 404-443-2155
 Buyer CHRIS BRIMER Flight Dates 10/27/2012 - 11/06/2012 Salesperson FAX# 404-935-0683
 Phone# Hiatus Weeks
 Fax#

Report Totals: 4 / \$1,200.00

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00 Nov 12: 11 / \$3,700.00
 Sales Totals: 11 / \$3,700.00
 Station Totals: 11 / \$3,700.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$52,857	CABL 0%	KASA 7%	KASY 0%	KLUZ 0%	KOAT 36%
		KOB 38%	KRQE 19%	KWBQ 0%		

Books null
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6868386 Ver# 4 Status Returned Traffic Order# 217914 Printed: 10/29/2012 4:39 PM 1 of 2
EC'd Yes Last Received: 10/26/2012 11:21 AM
Showing Buylines: Last Sta Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () COM 2 ELECT SANCHEZ
Product COMM ELECT M. SANCHE
Estimate#
Buyer CHRIS BRIMER
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 10/27/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () ATLANTA
Salesperson () DAVID HAY
Salesperson Phone# 404-443-2155
Salesperson FAX# 404-935-0683

--- CONTRACT COMMENT ---
COMMITTEE TO ELECT MICHAEL S. SANCHEZ SC=*

--- REMARKS ---
SEE LINES 1 AND 2

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*1			10/27-11/03	2	\$500.00	:30	1	SA	930P-10P	2	\$250.00
Buyline Comment: NEWS											
Station Remark: V4 PE 10/27 DUE WORLD SERIES RAN LONG, NEW BREAKS.											
DROPPED. MG WED 10/31 1C STP \$300											
*2			10/28-11/04	2	\$700.00	:30	1	SU	930P-10P	2	\$350.00
Buyline Comment: NEWS											
Station Remark: V4 PE 10/28 DUE SPORTS. MG THUR 11/1 STP \$300											

---REPORT TOTALS---
Report Totals: 4 / \$1,200.00

---SALES MONTHLY TOTALS---
Oct 12: 2 / \$600.00 Nov 12: 9 / \$3,100.00
Sales Totals: 11 / \$3,700.00
Station Totals: 11 / \$3,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$52,857
CABL 0% KASA 7% KASY 0% KLUZ 0% KOAT 36%
KOB 38% KRQE 19% KWBQ 0%

Books null
Demos RA35+

Spot Manager: Preempted/Unresolved,

Order #	Alt Order #	Line	Length	Rate	Pri	Date	AE	Created	Time Period	Inv. Code (Booked)	Station/Office	Expected	State Reason
Advertiser: POL/Committee 2 Elect Sanchez													
217914	06868386	1	:30	\$250.00	No P5	10/27/12	ptatl	10/26/12	930p-10p	Sa News 13 on FOX 930-KASA	P-ATL	\$0.00	[Sports Ran Over]
217914	06868386	2	:30	\$350.00	No P5	10/28/12	ptatl	10/26/12	930p-10p	Su News 13 on FOX 930-KASA	P-ATL	\$0.00	[Sports Ran Over]
												\$0.00	
												\$0.00	

MG 1X 930-10p LN Wed 10/31 @ 4300

MG 1X 930-10p LN Thur 11/1 @ 300

Rep Order# 6868386 Ver# 3 Status Revised Traffic Order#
 Printed: 10/26/2012 11:45 AM
 Last Received: 10/26/2012 11:21 AM
 Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.
 Advertiser () COM 2 ELECT SANCHEZ
 Product COMM ELECT M. SANCHEZ
 Estimate#
 Buyer CHRIS BRIMER
 Phone#
 Fax#

Agency () LUC, INC.
 25 WHITLOCK PLACE, 2ND FL
 MARIETTA, GA 30064
 Agency C/P1/P2/E
 Flight Dates 10/27/2012 - 11/06/2012
 Hiatus Weeks

Rep Firm
 Sales Office () ATLANTA
 Salesperson () DAVID HAY
 Salesperson Phone# 404-443-2155
 Salesperson FAX# 404-935-0683

--- CONTRACT COMMENT ---

COMMITTEE TO ELECT MICHAEL S. SANCHEZ SC=*

--- REMARKS ---

TOOK OUT NA LINE 3 - PLS CONF/THANKS. GAIL

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*3			10/28-10/28 11/04-11/04	1 1	\$400.00	:30	0 1	SU	9P-930P	0 1	\$400.00

Buyline Comment: NEWS

Sales Remark: V3 TOOK OUT NA 10/28

V3 Comment Changed, Spots/week Changed

---REPORT TOTALS---

Report Totals: 1 / \$400.00

---SALES MONTHLY TOTALS---

Oct 12: 2 / \$600.00 Nov 12: 9 / \$3,100.00

Sales Totals: 11 / \$3,700.00

Station Totals: 11 / \$3,700.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$52,857

CABL 0%	KASA 7%	KASY 0%	KLUZ 0%	KOAT 36%
KOB 38%	KRQE 19%	KWBQ 0%		

Books null
 Demos RA35+

Rep Order# 6868386
Ver# 1
Status New


Traffic Order# 217914
Printed: 10/26/2012 8:16 AM
1 of 2

Station KASA-TV ALBUQUERQUE, NM.
Advertiser () COM 2 ELECT SANCHEZ
Product COMM ELECT M. SANCHE
Estimate#
Buyer CHRIS BRIMER
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 10/27/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () ATLANTA
Salesperson () DAVID HAY
Salesperson Phone# 404-443-2155
Salesperson FAX# 404-935-0683

Last Received: 10/26/2012 7:04 AM
Showing Buylines: All Lines



--- CONTRACT COMMENT ---

COMMITTEE TO ELECT MICHAEL S. SANCHEZ SC=*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		Buyline Comment: NEWS	10/27-11/03	2	\$500.00	:30	1	SA	930P-10P	2	\$250.00
2		Buyline Comment: NEWS	10/28-11/04	2	\$700.00	:30	1	SU	930P-10P	2	\$350.00
3		Buyline Comment: NEWS	10/28-11/04	2	\$800.00	:30	1	SU	9P-930P	2	\$400.00
4		Buyline Comment: NEWS 1/DAY	11/01-11/02	1	\$800.00	:30	2	TH-F	9P-930P	2	\$400.00
5		Buyline Comment: NEWS 1/DAY	10/30-11/01	1	\$600.00	:30	2	TU,TH	930P-10P	2	\$300.00
6		Buyline Comment: NEWS	11/05-11/05	1	\$400.00	:30	1	M	9P-930P	1	\$400.00
7		Buyline Comment: NEWS	11/05-11/05	1	\$300.00	:30	1	M	930P-10P	1	\$300.00

4RQE 217902

10/28-11/04

RA Need 1,600

---REPORT TOTALS---

Report Totals: 12 / \$4,100.00

---SALES MONTHLY TOTALS---

Rep Order# 6868386 Ver# 1 Status New
 EC'd Yes

Traffic Order#

Printed: 10/26/2012 8:16 AM
 Last Received: 10/26/2012 7:04 AM

Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.
 Advertiser () COM 2 ELECT SANCHEZ
 Product COMM ELECT M. SANCHE
 Estimate#
 Buyer CHRIS BRIMER
 Phone#
 Fax#

Agency () LUC, INC.
 25 WHITLOCK PLACE, 2ND FL
 MARIETTA, GA 30064
 Agency C/P1/P2/E
 Flight Dates 10/27/2012 - 11/06/2012
 Hiatus Weeks

Rep Firm
 Sales Office () ATLANTA
 Salesperson () DAVID HAY
 Salesperson Phone# 404-443-2155
 Salesperson FAX# 404-935-0683

Oct 12: 3 / \$1,000.00 Nov 12: 9 / \$3,100.00

Sales Totals: 12 / \$4,100.00

Station Totals: 12 / \$4,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$58,571	CABL 0%	KASA 7%	KASY 0%	KLUZ 0%	KOAT 36%
		KOB 38%	KRQE 19%	KWBQ 0%		

Books null
 Demos RA35+

--- CREDIT RISK ---
 CASH IN ADVANCE

Spot Manager: All

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
-------	-------------	----------	------	--------	----------	----------	---------	-------	------

Station: KASA
Advertiser: POL/Committee 2 Elect Sanchez

Agency: Luc Inc

Line: 1

Time Period: 930p-10p	217914 06868386	10/31/12	:30	P5	9:56:35 PM COMM ELE(DBMS001H	\$300.00
	217914 06868386	11/03/12	:30	P5	9:48:27 PM COMM ELE	\$250.00
						\$550.00
						\$550.00

Line: 2

Time Period: 930p-10p	217914 06868386	11/01/12	:30	P5	9:57:05 PM COMM ELE	\$300.00
	217914 06868386	11/04/12	:30	P5	9:59:20 PM COMM ELE	\$350.00
						\$650.00
						\$650.00

Line: 3

Time Period: 9p-930p	217914 06868386	11/04/12	:30	P5	9:19:05 PM COMM ELE	\$400.00
						\$400.00
						\$400.00

Line: 4

Time Period: 9p-930p	217914 06868386	11/02/12	:30	P5	9:27:45 PM COMM ELE	\$400.00
	217914 06868386	11/01/12	:30	P5	9:29:15 PM COMM ELE	\$400.00
						\$800.00
						\$800.00

Line: 5

Time Period: 930p-10p	217914 06868386	10/30/12	:30	P5	9:44:02 PM COMM ELE(DBMS001H	\$300.00
	217914 06868386	11/01/12	:30	P5	9:46:42 PM COMM ELE	\$300.00
						\$600.00
						\$600.00

Line: 6

Time Period: 9p-930p	217914 06868386	11/05/12	:30	P5	9:28:45 PM COMM ELE	\$400.00
						\$400.00
						\$400.00

Line: 7

Time Period: 930p-10p	217914 06868386	11/05/12	:30	P5	9:58:20 PM COMM ELE	\$300.00
						\$300.00
						\$300.00
						\$300.00
						\$3,700.00
						\$3,700.00
						\$3,700.00
						\$3,700.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE
☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KASA - TV Santa Fe, NM

Date: 10/26/2012

I, Chris Brimer,

being/on behalf of: Sanchez, Michael

, a legally

qualified candidate of the Democrat

political

party for the office of: State Senate

in the General

election to be held on: 11/06/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 10/27/2012

Date of Last Broadcast: 11/06/2012

Total Charges: \$*****3,485.00 NET



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

SEE ATTACHED

I represent that the payment for the above described broadcast time has been furnished by:
Committee to Elect Michael S. Sanchez

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lynn Sanchez, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date
10/26/2012

Signature



To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

